SCOPE OF WORK · MONTHLY RETAINER · TIERED OPTIONS

Meta Lead Generation Program

Prepared for Arcus Printers by Kinetic Society — paid social, landing pages, creative, and email. Three engagement levels so Arcus can match investment to appetite for volume.

STARTER	GROWTH (RECOMMENDED)	SCALE
$5,000 /mo	**$8,500** /mo	**$13,500** /mo
5 landing pages · 15 creatives	18 landing pages · 20 creatives	30 landing pages · 32 creatives

ENGAGEMENT	CHANNEL
Month-to-month, 3-mo minimum	**Meta (Facebook + Instagram)**

01 The Objective

Run and manage Arcus's paid Meta advertising to generate qualified sales leads — not just for the flagship DTF printer, but across every machine category Arcus sells. Every dollar spent should tell us something: which machine, which audience, and which offer actually converts into a lead worth following up on.

Regardless of tier, decisions are based on real cost-per-lead data from 1:1 trackable landing pages, not guesswork. But raw creative volume isn't the only lever that moves that number — a real email program and a bank of reusable founder footage both compound the same spend. This version folds those in directly, rather than pricing them as a separate engagement later.

02 Diagnostics: What We Found

Two things came out of pulling the account and running a quick competitive scan — both point the same direction.

3–4×

Lifetime frequency on the live ads

The same audience has already seen these exact ads three to four times over the life of the campaign. At that frequency, more spend against the same creative and the same audience buys fatigue, not new demand — it's a large part of why the account has plateaued instead of growing.

20–30+

Ads competitors are running right now

Epson and two other DTF printer companies are each running at least 20–30 live ads — mostly static images, nothing elaborate. Arcus has run 31 ads *total*, spread across the last two years. That gap is the opportunity: competitors are proving the format works at volume; Arcus just hasn't matched it yet.

> Pulled directly from Arcus's Meta Ads account and a manual scan of competitor ad libraries — not modeled or estimated.

03 Us vs. Pulse Marketing

Same channel, similar budget range — the difference is whether anything is actually being tested.

	KINETIC	PULSE MARKETING
Audience Testing / Building	✓ New audiences built and tested every month	– Same audience, unchanged for 2 years
Creative Testing	✓ Ongoing pool, retired and refreshed weekly	– Limited — 31 ads total, over 2 years
Landing Page Testing	✓ Custom, trackable page per offer	– Same landing page as the main site, every time
Offer Testing	✓ A different offer is always live somewhere	– No offer testing

> See Section 02 for what that difference actually looks like in the account.

04 Monthly Deliverables

Media Buying & Account Management

- Full management of the Meta Ads account — campaign structure, audience building, budget pacing, bid strategy
- Daily monitoring and mid-flight optimization
- Continuous A/B testing across audiences, offers, and placements

Landing Pages

See Section 05

- Custom, single-purpose lead pages — same caliber as the Pioneer 24 concept already shared
- Each page tests one specific machine, offer, or audience angle
- Live within 2–3 business days of creative approval

Ad Creative

See Section 05

- A pooled monthly creative budget, weighted toward whichever pages are actively testing — not spread evenly across every page by default
- Mix of static and short-form motion, matching the "in the wild" production-floor style already demonstrated
- Volume here runs lighter than a pure-production retainer would carry — the difference is what funds email and the founder content bank below
- Underperformers retired weekly; winners get more budget

Email Marketing

Included — Growth & Scale

- Core flows built once — welcome, inquiry follow-up, post-show — then kept current every month (see Exhibit A)
- A real send calendar tied to whatever's already live on Meta that month, so a new machine or offer doesn't sit unmentioned in the inbox
- Reuses the footage, angles, and founder-video clips already produced for the ad program — nothing gets built twice
- Available at Starter as an add-on — **+$2,000/mo**

Founder Content Session

Quarterly — Growth & Scale

- One in-person session — about 30 minutes, single take, mic'd — with Vic and/or Brian talking through the business and the machines
- Cut into a running bank of clips for ads, LinkedIn, email, and landing pages: a permanent asset library, not a one-off video
- Available at Starter a la carte — **$750 / session**

Message & Positioning Testing

- Custom landers are a safe place to test bolder claims than the main site carries today — for example, a direct value comparison like Arcus performance matching machines 3–4× the price
- Nothing untested touches arcusprinters.com; once a message proves out on a custom lander, we move it onto the main site together
- Losing angles get retired — no permanent record on the main site, no downside to swinging big

Lead Capture & Delivery

- Every lead is captured through our tracking layer first, for attribution and quality control
- Delivered to Arcus in real time — CRM, email, or Slack, whichever Arcus already runs on
- Full raw lead data visible to both sides — nothing withheld on either end

Reporting & Strategy

- Weekly snapshot: spend, leads, and cost per lead, broken out by machine category
- Sales-quality sync and strategy-call cadence scale with tier — see Section 05

05 Choose Your Tier

The 3-month testing window works at any level. What changes is how much of the program runs as raw creative volume versus the standing infrastructure below it — and how tightly we stay in the loop with your sales team.

	STARTER	GROWTH	SCALE
Monthly fee	$5,000	**$8,500**	$13,500
Landing pages / mo	5	18	30
Creative pool / mo	15	20	32
Email marketing	Add-on (+$2,000/mo)	Included	Included
Founder content session	Add-on ($750/ea)	Quarterly, included	Quarterly, included
Sales-quality sync	Bi-weekly	Weekly	Weekly
Strategy call	Monthly	Monthly	Bi-weekly + Slack channel
Effective cost / page	**~$1,000**	**~$472**	**~$450**

> Effective cost per page is the monthly fee divided by landing pages delivered — it reflects the full program, not the page alone. Draft numbers above — creative pool, add-on pricing, and session cadence are exactly the levers we're tuning together.

06 Machine Coverage Plan

Every tier tests every category — Starter simply runs a smaller slice per category, while Growth and Scale widen the sample size Arcus gets per machine line. Starting allocation, reweighted after month one based on real cost-per-lead data.

CATEGORY	STARTER	GROWTH	SCALE
Direct to Film (DTF)	2	7	12
UV Printers	1	5	8
Dye Sublimation	1	4	7
Accessories & Supplies	1	2	3
Total landing pages	**5**	**18**	**30**

> Creative variants are pulled from each tier's shared pool (Section 05) based on what's actively testing, rather than split evenly across categories in advance.

07 What We Need From Arcus

This program runs on Arcus's product knowledge as much as our production. A few things on your end keep it moving, at any tier:

- Footage and photos of whichever machines are featured that month — existing product photography is enough; we handle cutouts, motion, and editing from there
- A standing slot with your sales team to validate lead quality against what's actually closing (weekly for Growth/Scale, bi-weekly for Starter)
- Floor access and about 30 minutes of Vic and/or Brian's time each quarter for the founder content session (Growth/Scale, or on request at Starter)
- Sign-off before any tested message moves from a custom lander onto the main site

08 Build-Out Timeline

Whatever tier we land on, the first month is standing up the machine — pages, tracking, and, at Growth/Scale, email and the founder session. Here's how weeks one through four actually run, and what continues after.

Week 1
KICKOFF

Access & foundations

- Access handoff: Meta Ads account, existing brand and product assets
- First month's machine coverage priorities locked with Vic and Brian
- Founder content session scheduled, if this month's tier includes one

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Week 2
FIRST PAGES LIVE

Launch

- First batch of landing pages and matched creative built, approved, and live
- Campaigns launch on Meta; a live test lead confirms tracking and delivery end-to-end
- Founder content filmed, if scheduled this month — one sitting, cut over the following weeks

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Week 3
READ & REFINE

First read

- First sales-quality sync — are these leads actually good, not just cheap
- Early winners get more budget; early losers get retired, not defended
- Email flow drafts circulate for approval, where email is in scope

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Week 4
CLOSE THE LOOP

Report & reweight

- Month 1 report: cost-per-lead by machine category, what's working and why
- Next month's page and creative allocation reweighted off real data, not the original guess
- Email flows go live; founder clips start seeding into ads, LinkedIn, and email, where in scope

Months 2–3
COMPOUNDING

Same loop, wider surface

- Weekly optimization and sales-quality syncs continue on the cadence set in Section 05
- By day 90: real sample size across every machine category — enough to make the next tier and budget call on data, not a guess

09 Investment

All three tiers cover strategy, landing pages, creative, media management, testing, and reporting — the difference is monthly volume, plus whether email and the founder content bank are included or add-on.

STARTER

$5,000 /mo

- 5 landing pages / mo
- Shared creative pool: 15 pieces / mo
- Media buying & management
- Bi-weekly sales-quality sync · monthly strategy call
- Email & founder sessions available as add-ons

RECOMMENDED

GROWTH

$8,500 /mo

- 18 landing pages / mo
- Shared creative pool: 20 pieces / mo
- Media buying & management
- Email marketing included
- Quarterly founder content session
- Weekly sales-quality sync · monthly strategy call

SCALE

$13,500 /mo

- 30 landing pages / mo
- Shared creative pool: 32 pieces / mo
- Media buying & management
- Email marketing included, full management
- Quarterly founder content session, extra sessions available
- Weekly sales-quality sync · bi-weekly strategy call · dedicated Slack

A single custom landing page at this quality typically runs **$1,500–$3,000+** at a traditional agency — before email or a founder video bank are even part of the conversation.

AD SPEND — BILLED SEPARATELY

Media spend is paid directly by Arcus to Meta and is not part of the service fee at any tier. Recommended starting budget: to be set together before launch — enough that each active landing page collects a real sample, not just impressions.

10 Not Included

– Meta ad spend (see Section 09)

– Channels outside Meta — Google, TikTok, etc. — available as an add-on if we want to expand later

– CRM or help-desk software licensing

– Additional physical photo/video shoots beyond the quarterly founder session — general product and floor footage is still sourced from existing photography plus AI-generated motion, as already demonstrated

11 Term & Success

Term

Initial 3-month commitment at any tier — testing needs a real sample size to mean anything. Month-to-month after that, with 30 days' notice to cancel. Tiers can be changed at renewal.

What Success Looks Like

By day 90: a ranked cost-per-lead for every machine category and a working email cadence — so next quarter's budget and tier go where the demand actually is.

12 Looking Ahead: Trade Shows & In-Person

Once digital testing has a track record, the same approach can extend past Meta:

- Custom landers matched to whichever machines Arcus is bringing to a specific show
- An offer built for that show, or a booth email-capture experience tied to it
- Those emails become a retargeting audience, or upload straight into Meta as a warm list — and the founder content bank already gives the show a face people recognize

> Directional for now — scope and pricing to be defined once we pick a show to test against.

EXHIBIT A

Email Flow Specifications

The three core flows referenced in Section 04, included wherever email marketing is in scope — Growth and Scale by default, or as the Starter add-on. Each is built once at kickoff, then kept current as machines, offers, and founder content change.

Welcome

TRIGGER

New signup — landing page opt-in or newsletter subscribe

CADENCE

3-email sequence over the first 7 days

GOAL

Set the first impression before a sales rep ever calls

CONTENT

A message from the owner (founder-video clip), what Arcus does differently, what to expect next

Inquiry Follow-Up

TRIGGER

Lead submitted, no sales activity logged within 7 days

CADENCE

Up to 6 touches over 3 weeks; exits the moment a rep logs activity

GOAL

Never let a paid lead go cold from inaction alone

CONTENT

Courtesy check-in, machine specifics, an easy next step to book a call

Post-Show

TRIGGER

Booth email capture at a trade show (see Section 12)

CADENCE

Recap email within 48 hours, then folds into Inquiry Follow-Up

GOAL

Convert show-floor attention into a trackable lead before it fades

CONTENT

Recap of what they saw, the specific machine demoed, the show-only offer if one existed

> Exact cadence and copy angles are tuned after month one against Arcus's real reply and close data — this is the starting spec, not a locked script.

This scope covers the Meta lead generation program only, across the Starter, Growth, and Scale tiers above. Revisions to tier, monthly volume, coverage split, or fee can be made by mutual written agreement.

Arcus Printers · Date	Kinetic Society · Date